

The Road to Good Health Begins Here.

At Blue Cross Blue Shield of Arizona (BCBSAZ), we believe that being in good health starts with HealthyBlue – an integrated program of tools, resources and services that offers you a strategy for healthier living. HealthyBlue programs include the My BluePrint online health assessment, Nurse On Call – 24/7 access to registered nurses, HealthyBlue Online – online health services such as self-paced Healthy Living Programs, and one-on-one health coaching.

Plus, eligible BCBSAZ-enrolled members also have access to care management and disease management programs which offer support for

members facing chronic health conditions or catastrophic events. Get the support you need to help stay focused on reaching your personal health goals.



The time to think about your health is now.

Call: (877) My-HBlue (877-694-2583)

Click: azblue.com/HealthyBlue

09-0169

HealthyBlue®

The tools for healthy living.



An Independent Licensee of the Blue Cross and Blue Shield Association



An Independent Licensee of the Blue Cross and Blue Shield Association

What are your personal health concerns? Are you satisfied with your current weight? Have you struggled to stop smoking? Everyone has the best intentions for their health, but the days seem to fly by, making it harder on many people to find the time to prioritize their health. HealthyBlue can help you take better care of your health. Start living a healthier, more productive lifestyle today.

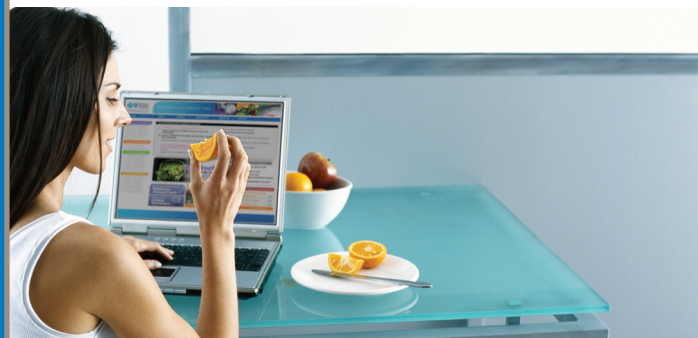
The tools you need to live a healthier life:

My BluePrintSM

- Online health assessment providing feedback on your overall health
- Track your progress over time
- Your gateway to additional HealthyBlue programs

Healthy Living Programs

- Online tailored health behavior change programs
- Step-by-step guidance tailored to your specific needs
- Beneficial lifestyle changes at your own pace



HealthyBlue[®] Online

- Interactive and engaging Web content
- Centralized health information
- No-cost online health tools

WalkingWorks[®]

- Online walking program
- Log your activity online and track progress
- Tips on how to stay motivated to reach your personal fitness goals

Nurse On Call

- Registered nurses available to answer questions 24/7
- Receive an identification and evaluation of symptoms
- Obtain health information to make informed medical decisions
- Available in English, Spanish and over 140 languages (via translated services) at no cost to all BCBSAZ-enrolled members
- Call: (866) 4-BCBSAZ (866-422-2729)

Discounts

- Take advantage of discounts on nationally recognized weight-loss programs
- Receive discounts for massage therapy, vitamins and many other health-related products and services

Health Coaching

- Obtain health support and guidance based on your online health assessment and overall personal health
- When you take the My BluePrint health assessment, a health coach may contact you based on the results.
- Set goals and learn how to maintain healthier habits independently

Disease Management

- Receive supportive condition management to help you manage a chronic condition
- Support available for diabetes, asthma, chronic obstructive pulmonary disorder, coronary artery disease, congestive heart failure, arthritis, low back pain and depression

Care Management

- Interaction with a care manager in the event of a catastrophic event or diagnosis
- Receive help navigating the health care system and your health plan benefits

Availability of services and programs will vary. Not all programs are available to all members. Certain programs, such as health coaching, have eligibility requirements. Members should always consult with their physician or health care provider regarding medical care or treatment as recommendations, advice, services or online resources are not a substitute for the advice, opinion or recommendation of a member's physician or health care provider. Services or treatment options may not be covered under your benefit plan. Certain services are provided by an independent third party contracted with BCBSAZ to provide health enhancement services to BCBSAZ members.